

Toshiba Presents Netbook with 8 hours Battery Life

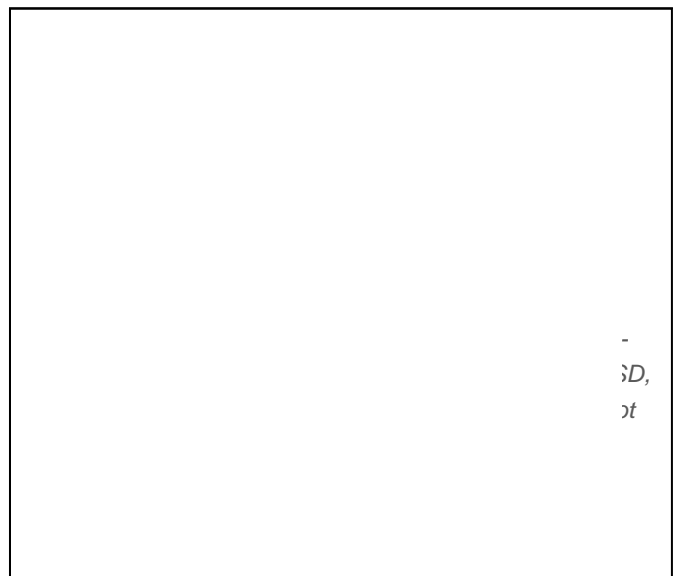
Toshiba offers you the freedom of all day computing with its new NB250 series

New Delhi August 10, 2010: Toshiba India, PC Division a wholly owned subsidiary of Toshiba Corporation, Japan's No. 1 laptop brand*, today announced the new Toshiba NB250 series, the next generation of its award-winning netbook, built for a perfect balance of design and usability. Every person who wants a smaller, lighter, easy-to-use, affordable ultraportable computing device but doesn't want to compromise on comfort and style can pick this up from Toshiba's extensive network of partners and retail outlets. This new model offers an enhanced feature set with a long battery life of up to 8 hours* and further design enrichments over its predecessor.



There is also a **special introductory offer** of a Free Backpack, Mouse and Bluetooth Dongle.

"Strengthening our array of products for India, on the occasion of our Independence day, Toshiba India now offers its customers all day computing freedom. The Toshiba NB250 series has a sophisticated look, is low weight and will help our customer remain connected on the go," said **Mr. Sivakumar N.**, General Manager, Toshiba India Pvt. Ltd. (PC Division).



Sustainable Energy-efficiency and Eco-friendly Features:

The NB250 series is enhanced by an energy efficient design, featuring a 10.1 inch Clear Super View LED backlight display, plus the latest Intel® Atom™ processor N455, which delivers power efficiency improvements. The new high-capacity 6 cell battery is seamlessly integrated into the design, enabling the NB250 series to achieve an impressive battery life of up to 8 hours*.

In addition to being power efficient, the NB250 series is fully compliant to the ROHS directives and meets the rigorous requirements of the EnergyStar® 5.0 standard. This helps our consumers and business to reduce their carbon footprint.

Streamlined Design with Smarter Features:

The NB250 is a good choice to the more budget conscious consumers but does not compromise on its design. It is adorned in Cosmic Black with Toshiba Fusion Finish decorated with a pattern of slanting lines along with a black flat full-sized keyboard. The product also has a large Multi-Touchpad with Gesture Support, making navigation easy and intuitive.

The NB250 series also comes equipped with the Toshiba Bulletin Board and ReelTime applications that help organize everyday projects and activities in a personalized way and provides a unique way to easily find and access stored files.

Actual features and specifications vary according to model. For detailed specifications, please visit www.toshiba-india.com/laptop

Comprehensive Service & Support Offerings:

All Toshiba Notebook PCs are backed by Toshiba's extensive service and support. The new Toshiba NB250 comes with a 1-year carry-in Domestic Limited Warranty (parts & labor), 1-year battery (carry-in). On Registration the customer can avail free upgrade to 1 year International Limited Warranty including parts & labor. For more details please refer the Terms & Conditions on the Toshiba Website.

* Based on Mobile Mark 2007 test. For more details visit www.toshiba-india.com/laptop

About Toshiba



Toshiba is a world leader and innovator in pioneering high technology, a diversified manufacturer and marketer of advanced electronic and electrical products spanning information & communications systems; digital consumer products; electronic devices and components; power systems, including nuclear energy; industrial and social infrastructure systems; and home appliances.

Toshiba was founded in 1875, and today operates a global network of more than 740 companies, with 204,000 employees worldwide and annual sales surpassing 6.3 trillion yen (US\$68 billion). Visit Toshiba's web site at www.toshiba.co.jp/index.htm.

Toshiba PC Division offers a range of laptops under its Satellite, Satellite Pro, Qosmio, Tecra, Portégé and Libretto product brand names. More information @ www.toshiba-india.com/laptop

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Detailed Specifications:

Model No. Toshiba NB250 – A1110	Part No. PLL2PG-00301S Recommended Street Price – Rs. 19,250/- + Taxes
Processor	Intel® Atom™ processor N455 clock speed : 1.66 GHz Front Side Bus : 667 MHz 2nd level cache : 512 KB
Operating System	Genuine Windows® 7 Starter 32-bit (pre-installed, Toshiba-HDD recovery)
Storage	250 GB SATA HDD @ 5400 rpm
System Memory	1,024 MB maximum expandability : 2,048 MB technology : DDR3 RAM (1,066 MHz)
Display	25.7cm (10.1) Toshiba WSVGA TFT High Brightness display with 16 : 9 aspect ratio and LED backlighting
Graphics Adapter	Intel® NM10 Intel® Graphics Media Accelerator HD
Battery	Lithium Ion, maximum life : maximum life : up to 8 hrs* on a 6 cell (Mobile Mark™ 2007)
Physical Dimensions	weight : starting at 1.18 kg W x L x H : 263.0 x 192.3 x 25.4 (front) / 30.75 (rear) mm
Interfaces	1 X External Microphone, 1 X Headphone (stereo), 1 X Integrated VGA Camera , 1 X DC-in, 1 X Multi-card Reader (supports SD/micro SD, SDHC, MMC), 3 X USB 2.0, 1 X RJ45, 1 X Slot for Kensington Cable Lock
Connectivity	Wireless Technology : Wireless LAN 802.11 b/g, LAN – 10/100Mbps
Others	Keyboard : 86 keys , Windows® keys : Yes, Special features : Full-size black flat keyboard, Pointing Device : Touchpad Colour : Glossy black finish on display lid and matt black palmrest, both with textured pattern, black keyboard
Special Features	Enhanced Intel® SpeedStep® Technology ENERGY STAR 5.0 qualified computer HD Audio supporting SM BIOS compliant
Bundled Softwares	Toshiba Camera Assistant Software, Microsoft® Works, Microsoft® Office Home and Student 2007 (free 60-day trial), Toshiba Value Added Package (Toshiba Power Saver, Toshiba Zooming Utility, Toshiba PC Diagnostic Tool, Toshiba Flash Cards, Toshiba Components Common Driver, Toshiba Accessibility, Toshiba Button Support), Toshiba Recovery Media Creator, Toshiba Sync Utility Nero 9 Essentials, Nero BacklitUp & Burn, Skype, Bing Toolbar and Bing Search, Windows Live Essentials, Toshiba ConfigFree™
Warranty	1 year Domestic Limited Warranty (including parts & labor). Free upgrade to International 1 year Warranty on Registration. Please check www.toshiba-india.com/laptop for more details.

* Based on Mobile Mark 2007 test. For more details visit www.toshiba-india.com/laptop